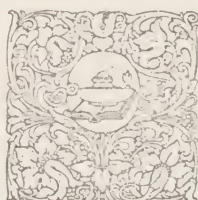


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California

An Explanation of the Growth and Development of an Important Industry

By ARTHUR Q. HAGERMAN

Maddux Air Lines, Grand Central Terminal, Glendale, California.

THE statement has been made that aviation in the United States commercially speaking, started years late. Europe it has been said was ahead of the United States by six or seven years.

This may be true. The relations, in miles between, of European population centers made it possible. To establish air contact between two large European cities meant to fly, in many cases, only fifty or one hundred miles. And the German government, particularly among European governments, subsidized early companies so heavily with money and with the aid of flying personnel that automatic development could hardly be avoided.

Yet today, in a brief span of two years or so, American aviation has taken such strides as the world has never seen before.

A typical example is the growth of the Maddux Air Lines, largest in passenger-carrying capacity of all air line systems in the West. Until the more recent development of intensive eastern networks, the Maddux system ranked first in all America in passenger volume. An example of their present volume of business is given in the figures for the thirty-day period from August 15 to September 15, 1929.

Over 7,000 people were carried aloft without an accident or near-accident, nearly 5000 of them on regularly scheduled long-distance inter-city flights through California. The balance were sightseers enjoying the views of the skyway.

The origin of the company is interesting. J. L. Maddux, for years a prominent figure in the automotive world of the Pacific Coast, and associated at various times with several branches of transportation, imported the first Ford tri-motored parlor plane from Detroit to Los Angeles in July, 1927. Having flown in the bamboo-and-cheesecloth contraptions of the early flying days, the revelation in luxury and safety of this big modern ship was an interesting one to him as to the thousands who flocked to the old Rogers airport terminal to see the all-metal wonder of modern flying.

Today this first ship, entirely rebuilt and redecorated, does not resemble the plane which aroused such high interest. Even in the brief span of two years such changes have been made, particularly in cabin comforts and features of decoration, that the plane of two years ago, while comparatively as safe, looks like a primitive effort from a standpoint of beauty.

This old Number One was "barnstormer" around Southern California for the summer months. Civic leaders and prominent people were taken up for rides to

give a practical foundation to the "air-mindedness" which came into existence as a phrase and a spirit after the epic flight of Colonel Lindbergh to Paris.

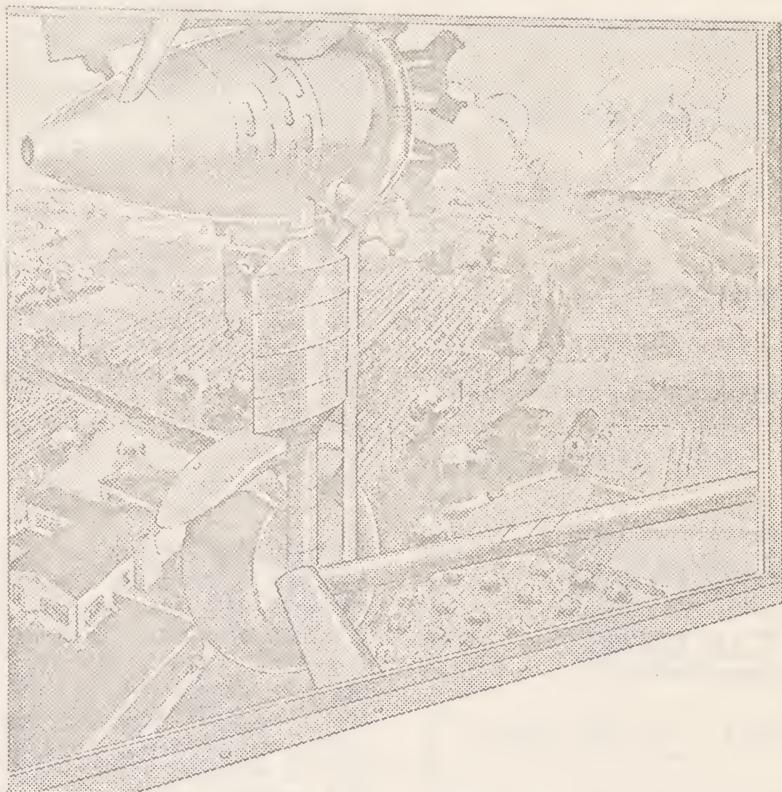
In September, 1927, several tentative flights were made between Los Angeles and San Diego to test out the possibilities of scheduled service. In October, Col. Lindbergh acted as pilot of the first regularly scheduled run between the two cities, inaugurating daily service. On April 14, 1928, the Maddux "fleet," then consisting of three planes, flew in formation from Los Angeles to San Francisco and Oakland, carrying California leaders on the inaugural flight of daily service between

the hearts of Northern and Southern California. This was one of the most important events in California transportation history, offering the first large-plane passenger service over such a long distance anywhere in the United States.

July 4, 1928, San Diego service was extended to the newly created Maddux-Agua Caliente field at Agua Caliente, Mexico. This has since proved to be the most heavily-traveled single division of an air line in the world.

An extension to Phoenix, Arizona, was dropped after several months' trial when it became apparent that the small population of the territory covered could not, for a time, support such a long and costly haul. This is the "American handicap" in aviation—great stretches of fly-

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An Explanation of the Growth and Development of an Important Industry

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ing over country which offers no support between two widely separated major points in the form of intermediate-stop business.

A few months ago the Maddux service was extended from the Alameda airport, San Francisco Bay Terminal, to the Monterey Peninsula airport located between Monterey and Del Monte. Offering 55-minute service between large cities and the vacation delights of the beautiful Peninsula country, this service has been heavily patronized by San Francisco and Oakland people.

Today, four daily schedules between Los Angeles and San Diego and Agua Caliente, each way, augmented on week-ends and during seasons of special festivities at the Mexican resort by the addition of extra sections. Often, two, three, or even four tri-motored air liners will depart from the Grand Central Air Terminal at Glendale, the big port of the Los Angeles district, one minute apart. As many as eight ships have left Agua Caliente field on Sunday evenings and Monday mornings on one schedule, carrying over one hundred passengers and pilots.

Three daily schedules between Los Angeles and the San Francisco Bay region, one stopping at Bakersfield and Fresno, one flying straight through, and one making connections at Bakersfield with the Transcontinental Air Transport service between California and New York, are carrying steadily increasing loads. The daily San Francisco-Monterey service has been increasingly popular.

No attempt has been made by the Maddux organization to corral air mail contracts, so far rated as the "velvet" of the industry. Passenger business has never yet, in the world's history, paid dividends.

"But the day is coming when passenger business will be the main reliance, augmented slightly by air mail and more particularly by air express," says Mr. Maddux. "In developing an efficient passenger-carrying organization with no limitations, and in training a personnel capable of carrying on the necessary growth and expansion, combined with operation and maintenance policies proven from experience, we expect to be in a position to take advantage of the real possibilities (as yet unguessed) of future American aviation. This we will be able to do when possibly some other organizations will be attempting to learn our lessons and build up a duplicate organization."

All-night repair and servicing in the finest plant of its type on the Coast, and smoothly functioning, well-appointed ticket offices in every principal city on the Maddux map are two of the organization features of which the Maddux officials are proud.

Lieut. D. W. Tomlinson, famous ex-Navy ace, and leader of the "Three Sea Hawks," is vice president in charge of operations. William S. Belt, assistant general manager under Maddux, who is president and general manager, supervises all details of business management. Robert H. Moore is secretary and treasurer of the corporation.

Under Tomlinson, Felix Preeg is chief pilot, with many of the country's best known veteran flyers on his staff. Included in the pilots' rank are Ernie Smith, who made the first civilian flight from the United States to Hawaii, H. G. Andrews, George Allen, Jack Hewson, Mario Guglielmetti, Arthur Burns, Clarence Woods, Amos Collins, Richard Ranaldi, Russell Reed, Bacon Russell, Frederic Whitney, Milo Campbell, Roger Marley, Ted Weaver and others.

Air express, according to Mr. Belt handled under an agreement with United Air Express, who collect and deliver it on the ground, has been increasing gradually, but consistently in volume. Business men who are air-minded and fly themselves have only begun to realize the value of air shipments of important packages, leaving a field for the future offering promise of enormous growth.

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